



**FOR IMMEDIATE RELEASE**

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### **The Fresh Market Kicks off July with 40<sup>th</sup> Anniversary Celebration**

*Fresh food retailer offering contests, deals, and exclusive, limited-edition products*

**GREENSBORO, NC** – June 21, 2022 – [The Fresh Market, Inc.](#) is kicking off the best summer celebration ever and marking a milestone in the company’s history. The company will commemorate its 40<sup>th</sup> anniversary beginning on July 1 with an array of special deals, [a 4<sup>th</sup> of July meal](#), and exclusive products for its guests – including a chance to win the golden ticket and a \$40 gift card through two anniversary chocolate bars!

#### **Special, limited-edition product offerings**

The retailer is selling a curated collection of exclusive items created in partnership with its vendors that can only be found at The Fresh Market for a limited time. Those include:

- Special Anniversary Wine: Exit 96 Anniversary Edition
- Special Anniversary Ruby Red Bouquet
- Poppy Hand-Crafted Pimento Cheese Honey Butter Popcorn
- Homestead Raspberry Lemonade
- TFM Celebration Crunch Snack Mix
- Anniversary Elevated Bacon Cheddar Burger
- Le Fermier Lavender Yogurt
- Killer Brownie Cookies and Cream special edition
- Pimento Cheese Panini
- Thomas Sauce kabobs

“Our goal at The Fresh Market is to make every season special for our guests, and our 40<sup>th</sup> anniversary is one we want to make especially memorable!” said CEO Jason Potter. “Our team has curated these one-of-a-kind commemorative products and offers that not only embody the origins of our brand, but more importantly, we know guests will really enjoy.”

A complete list of all 40<sup>th</sup> anniversary products, including recipes and a history of the company, can be found in The Fresh Market Magazine’s [special July edition](#).

*this!*  
IS THE FRESH MARKET



SPECIAL 40TH ANNIVERSARY EDITION

VOL. 17

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CELEBRATING

*The Big*  
**40**

CELEBRATION CAKE  
FROM OUR BAKERY

40 STORIES  
FOR  
40 YEARS

DISCOVER OUR  
FAVORITE  
LOCAL FLAVORS

CELEBRATE WITH  
ANNIVERSARY  
TREATS

WE'RE MAD FOR  
MANGOS &  
SEAFOOD

COOKING WITH  
CHEF  
DAVID BURKE

### Win the Golden Ticket!

Beginning July 5 and while supplies last, The Fresh Market will also introduce two Anniversary Chocolate Bars in Dark Chocolate Himalayan Sea Salt and Toffee Pretzel Sea Salt flavors. Guests have a chance to win a \$40



TFM gift card if their package has a golden ticket inside! There is a 1:24 chance of winning and supplies are limited.

### **Save Even More**

The Fresh Market also recently introduced its first loyalty program, the [Ultimate Loyalty Experience](#), where guests can save even more during on items throughout the store with special loyalty pricing that's only available for members. Sign up is free and takes seconds!

### **About The Fresh Market, Inc.**

Voted as the "Best Supermarket in America" by USA Today's 10 Best Readers' Choice Awards 2022 and 2021, "America's Best Customer Service 2021" by Newsweek and Statista and a top 5 most trusted grocery retail brand for specialty and natural/organic foods in the 2022 BrandSpark Most Trusted Awards, The Fresh Market helps guests discover the best with time-saving meal solutions, unique ingredients, and delicious food for any occasion. From fresh produce and exceptional meat and seafood to signature baked goods and thousands of organic options, the specialty grocer has something to please every palate. The Fresh Market currently operates 160 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com) or follow the company on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).